

(11) (C) **1,320,179**

(21) 555,047

(22) 1987/12/22

(45) 1993/07/13

(52) 219-6

C.L. CR. 40-18

(51) INTL.CL. <sup>5</sup> B32B-3/10; B65C-11/00

(19) (CA) **CANADIAN PATENT** (12)

(54) Label with Backing Sheet Guidelines

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(57) 18 Claims

**Canada**

CCA 3254 (10-92) 41 7530-21-936-3254

## LABEL WITH BACKING SHEET GUIDELINES

### ABSTRACT OF THE DISCLOSURE

5 A label assembly includes at least one  
pressure sensitive label, and a backing sheet to which  
the label or labels are secured; and the back of the  
backing sheet includes guidelines or a grid, visible  
10 from the front of the label, so that handwritten letters  
may be printed on the front of the label, properly  
spaced and aligned with the grid. When the label is  
removed from the backing sheet, the guidelines are  
discarded with the backing sheet and do not appear on  
the label.

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LABEL WITH BACKING SHEET GUIDELINESFIELD OF THE INVENTION

5 This invention relates to a pressure sensitive label configuration for facilitating the alignment of information on pressure sensitive adhesive labels.

BACKGROUND OF THE INVENTION

10 Pressure sensitive adhesive labels are normally sold with a plain backing which is releasably adhered to the label. This allows the user to write or type information onto the label and then transfer it to the object which the user desires to be labelled. For example, these labels have been used for such purposes  
15 as file folders, envelopes, and name badges.

Problems arise when one attempts to write or type information onto these labels in a straight and evenly spaced fashion. Straight and evenly spaced lettering aligned with the edges of the label are the exception  
20 rather than the rule, when the plain label assemblies of the prior art are employed.

A certain method has been developed which involves a series of individual labels having pressure-sensitive adhesive, and a transparent transfer strip overlying an  
25 opaque backing sheet with a grid, as shown, for example, in U.S. Pat. No. 4,676,861. However, this patent does not disclose the alignment of information to be written onto the label, but is more adaptable for use with the alignment of a series of individual adhesive backed  
30 labels usually pre-cut into letters or numbers.

Accordingly, an important object of the present invention is to provide guidelines for pressure sensitive adhesive labels which allow the user to write  
35 or type information in a straight and evenly spaced fashion, but wherein the guidelines disappear once the



backing sheet is removed.

SUMMARY OF THE INVENTION

5 In accordance with the present invention, the foregoing object is achieved by providing guidelines or a grid under the pressure sensitive adhesive labels whereby the user can write or type information in a straight and evenly spaced manner such that, upon removing the label from the backing sheet, the  
10 guidelines no longer appear beneath the label. Further, the guidelines can be in the form of a grid pattern for aligning the information on the label in any direction and the guidelines can be spaced such that upon the carriage return in a typewriter, the user will be typing on another guideline. The liner or backing sheet can  
15 have the guidelines either on the side in contact with the label or the other side, provided that the backing sheet is transparent or translucent in the latter case.

20 Preferably the labels are provided with a boldly printed grid which is on the back side of the backing sheet, with the side of the backing sheet toward the label being coated with the usual release layer, to facilitate removal of the label from the backing sheet. In addition, the backing sheet and the label should not  
25 be entirely opaque; but the backing sheet should be transparent or translucent, and the label material should be of a suitable white appearing translucent stock that the grid is clearly visible from the front of the label. While other grid spacings and colors may be  
30 used, labels having a bold red printed grid with squares about  $5/16$  to  $3/8$  of an inch on a side have been used successfully. The labels may be supplied in sheets to facilitate use in a typewriter. In addition, where the backing sheet is to be discarded when the label is used,  
35 trademark or other written information may be included on the backing sheet, as the guiding grid is imprinted.

Advantages of the new design include the following:

1. Allowing the user to write or type information onto a label in a straight and evenly spaced manner.

2. Avoiding the use of guidelines directly on the label which would remain on the label once the backing sheet is removed.

3. Allowing the use of guidelines which remain in contact with the label, in order to assure uniformly spaced information, until the user removes the backing strip, which in turn removes the guidelines.

Other objects, features, and advantages of the invention will become apparent from a consideration of the following detailed description and from the accompanying drawings.

#### BRIEF DESCRIPTION OF THE DRAWINGS

Fig. 1 is a front view of a label and backing sheet illustrating the principles of the invention.

Fig. 2 is a view of the label of Fig. 1 with the label partially removed; and

Figs. 3 and 4 show sheets of labels illustrating the principles of the invention.

#### DETAILED DESCRIPTION

Referring now to the drawings, and more particularly to FIG. 1, there is shown a first preferred exemplary embodiment of the present invention, generally designated 12, comprising a label 16, a backing sheet 14, and guidelines 18 formed directly on the backing sheet.

A label 16, coated with a pressure sensitive adhesive, is assembled in a known manner with a backing sheet 14 having a known release coating or impregnation on its upper surface, facing the label 16. The label 16 is preferably rectangular, but may be any other geometric shape such as square, circular, or triangular,

for example. The color of the label 16 is preferably white, but may also be made from any color which is translucent or transparent. In addition, the label 16 can be of any thickness so long as the guidelines 18 are visible through the label 16.

The backing sheet 14 can be made of any known material so long as it can be released from the label 16. It is preferable that the backing sheet 14 be larger than the label 16, but a backing sheet 14 which is equal in size to the label 16 may be used. The backing sheet 14 could also be large enough to contain several or more labels if so desired, as shown in Figs. 3 and 4. In addition, the backing sheet 14 could be of any known color or white so long as it is translucent or transparent if the guidelines 18 formed on the backing sheet 14 are on the side opposite the label attaching side of the backing sheet 16. Incidentally, it is preferred that the bold grid be printed on the back side of the backing sheet, away from the label, so that the presence of the grid and other printed matter is readily visible to the purchaser, while also being visible to the person printing guided lettering on the label.

Fig. 2 shows the process of removing the backing from the label. Handwritten printing will be straight and evenly spaced while the typewritten print will also be evenly spaced. It should be noted that upon removal of the label from the backing sheet, the guidelines no longer appear beneath the label, but are instead still embossed upon the backing sheet which can be easily discarded.

Figs. 3 and 4 show sheets of labels illustrating the principles of the invention, with the sheets in each case having dimensions of about 3 1/4 inches by 6 1/8 inches. The labels 22 on backing sheet 24 in Fig. 3 are 1 inch by 3 inches, while the labels 26 on backing sheet 28 of Fig. 4 are about 4 inches long by 2 inches high.

5 In Fig. 4, the rear side 30 of sheet 28 is shown, with the bold grid pattern, and the trademark of Avery International, the assignee of the present invention, clearly visible. As mentioned above, the bold grid pattern may be in the form of a square pattern with the side of each square being in the order of 5/16 inch to 3/8 inch, corresponding to typewriter line spacing. Other patterns may be employed, with only longitudinal lines, or with a rectangular rather than a square pattern of the grid.

10 In conclusion, it is to be understood that the foregoing detailed description and the accompanying drawings relate to one illustrative embodiment of the invention. However, various changes and modifications may be made without departing from the spirit and scope of the invention. Thus, by way of example, and not of limitation, the guidelines may be formed on an additional sheet which may be attached to the backing sheet in any desired manner. In addition, the guidelines may be in the form of dashed lines, and may be of any desired color. Accordingly, the present invention is not limited to the construction precisely as shown in the drawings and as described hereinabove.

What is claimed is:

1. A label assembly comprising:

a label having pressure sensitive adhesive coated on one side thereof;

5 a backing sheet having a release coating on one side thereof to which said label is adhered;

grid lines printed on the back of said backing sheet; and

10 said backing sheet and said label being sufficiently translucent that said grid lines may be seen from the front of said label;

15 whereby regular handwritten printing may be applied to said label in alignment with said grid, and said grid is removed as the label is separated from the backing sheet and applied to the file or other item to be labelled.

2. A label assembly as defined in claim 1 wherein said grid is in bold ink.

20 3. A label assembly as defined in claim 1 wherein handwritten printing is present on the front of said label.

4. A label assembly as defined in claim 1, wherein a plurality of labels as defined in claim 1 are mounted on each backing sheet.

25 5. An assembly as defined in claim 1 wherein said label is white.

6. An assembly as defined in claim 1 wherein said label is rectangular.

30 7. An assembly as defined in claim 1 wherein said grid has lines spaced apart to correspond with the spacing of typewriter type lines.

8. An assembly as defined in claim 1 wherein said label has additional material printed on the back of said backing sheet along with said grid.

35 9. A label assembly comprising:

a label having pressure sensitive adhesive



coated on one side thereof;

a backing sheet having a release coating on one side thereof to which said label is adhered;

guidelines printed on said backing sheet; and

5 said backing sheet and said label being sufficiently translucent that said guidelines may be seen from the front of said label;

10 whereby regular handwritten printing may be applied to said label in alignment with said guidelines, and said guidelines are removed as the label is separated from the backing sheet and applied to the file or other item to be labelled.

10. A label assembly as defined in claim 9 wherein said grid is in bold ink.

15 11. A label assembly as defined in claim 9 wherein handwritten printing is present on the front of said label.

20 12. A label assembly as defined in claim 9, wherein a plurality of labels as defined in claim 1 are mounted on said backing sheet.

13. An assembly as defined in claim 9 wherein said label is white.

14. An assembly as defined in claim 9 wherein said label is rectangular.

25 15. An assembly as defined in claim 9 wherein said guidelines are spaced apart to correspond with the spacing of typewriter type lines.

30 16. An assembly as defined in claim 9 wherein said label has additional material printed on the back of said backing sheet along with said guidelines.

17. A label assembly comprising  
a label having pressure sensitive adhesive coated on one side thereof;

35 a backing sheet having a release coating on one side thereof to which said label is adhered;

means for providing guidelines visible from

the front of said label for guiding printing to be applied to said labels; and

said backing sheet and said label being sufficiently translucent that said guidelines may be seen from the front of said label;

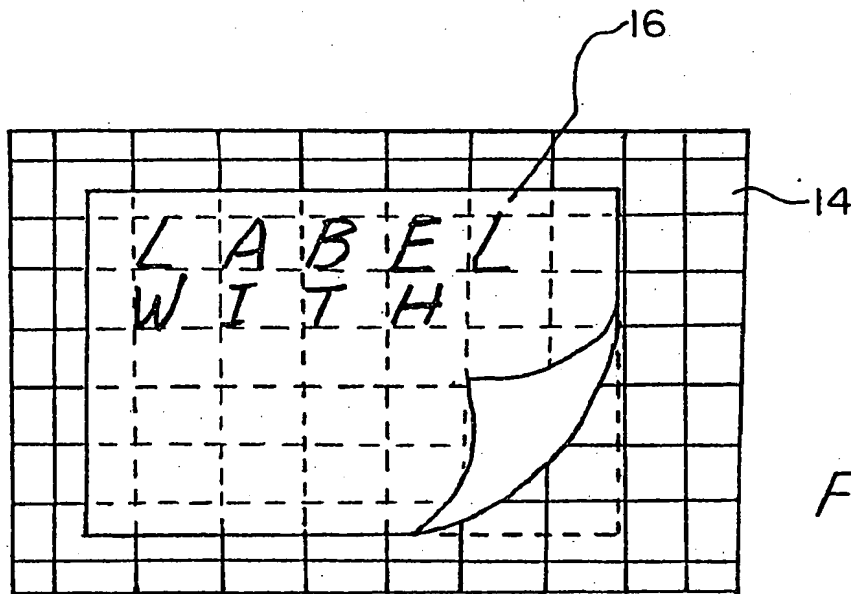
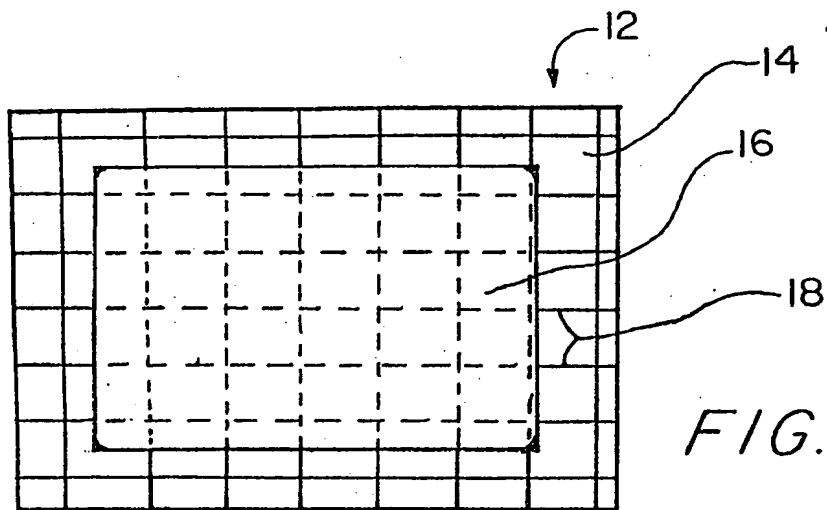
whereby regular handwritten printing may be applied to said label in alignment with said grid, and said grid is removed as the label is separated from the backing sheet and applied to the file or other item to be labelled.

18. A label assembly as defined in claim 17, wherein a plurality of said labels are mounted on said backing sheet.

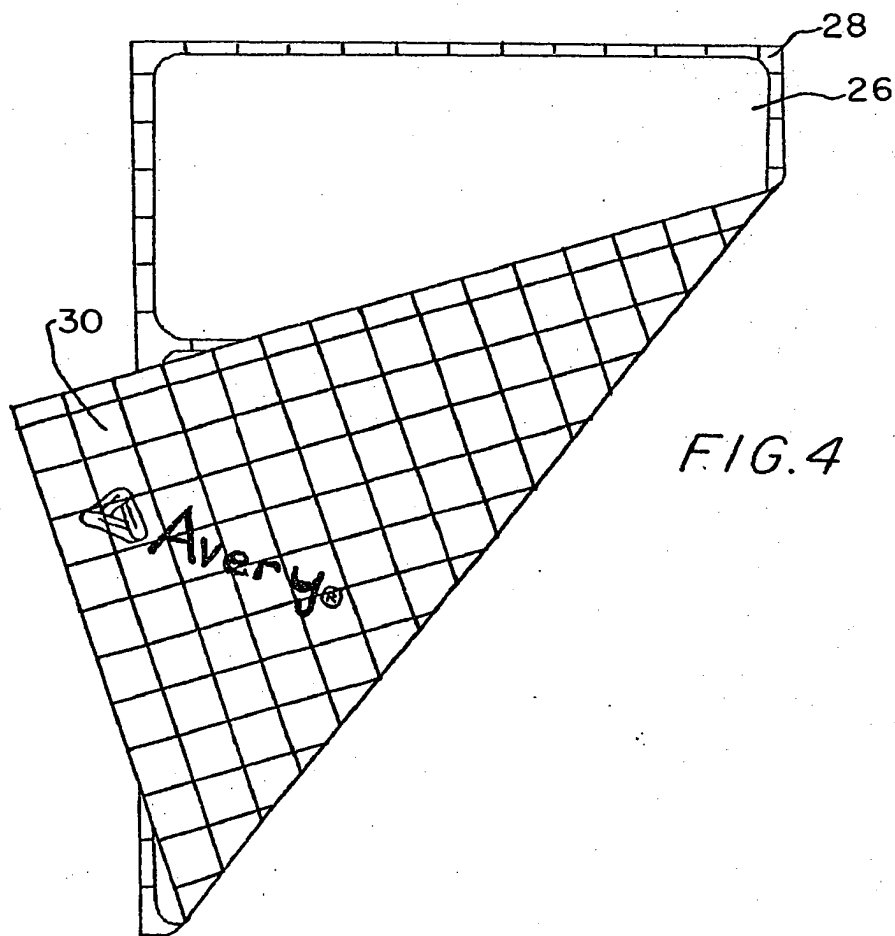
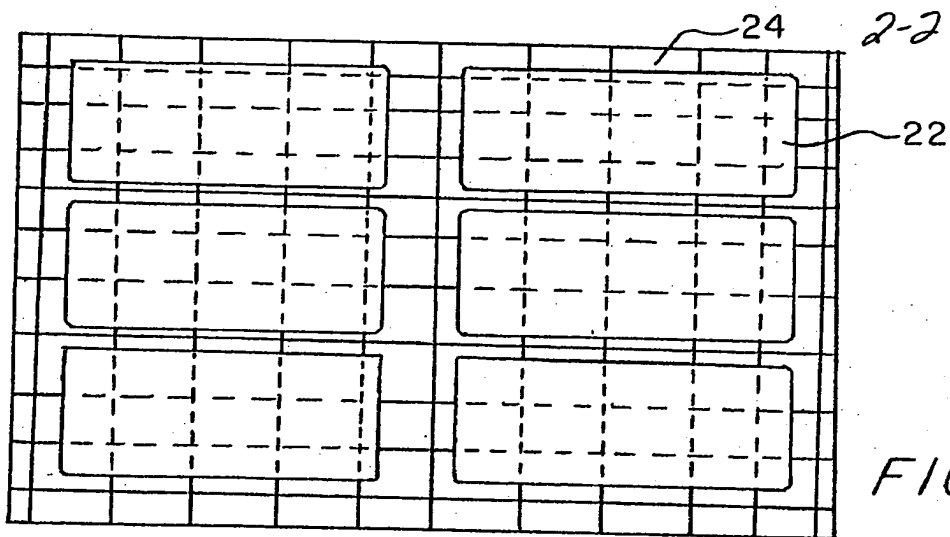
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